

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Engaging Consumers/Peers in Process, Planning and Evaluation

August 23, 2016

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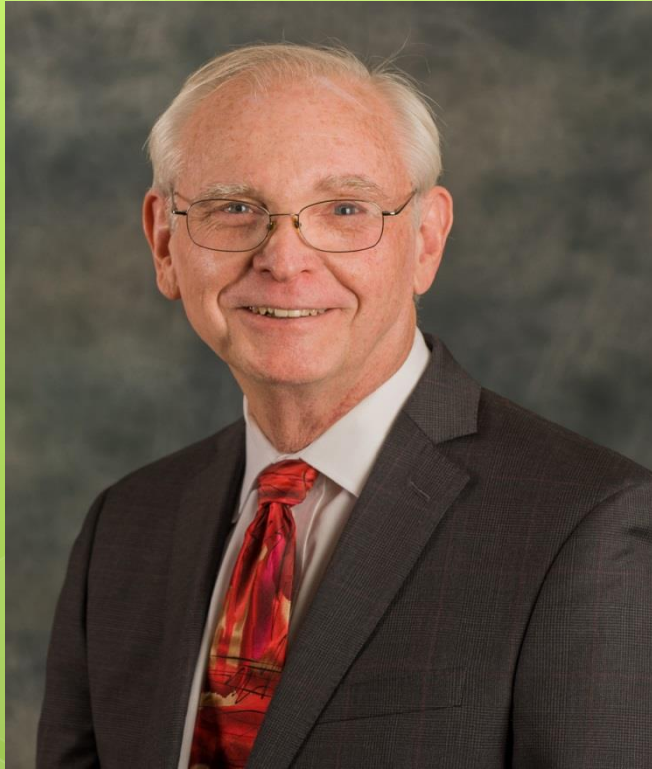
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Engaging Consumer/Peers in Process, Planning and Evaluation

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Agenda for Webinar

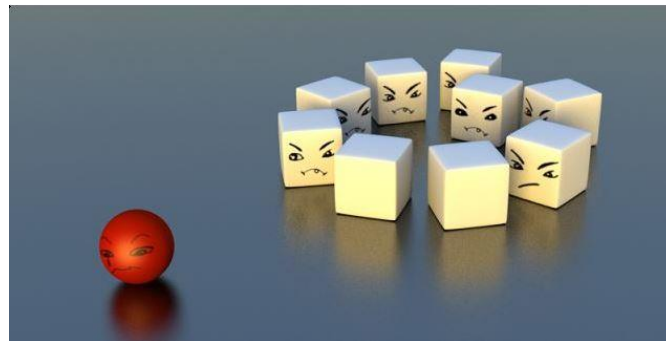
In today's webinar, we will discuss the following aspects of ***engagement strategies for process, planning and evaluation for project and systems development*** -

- Why engagement is important
- Proactive engagement
- Program process or implementation
- Program planning and policy making
- Program and policy evaluation
- Barriers to full engagement
- Designing effective peer advocacy programs

Why Engagement is Important

For many years, mental health consumers of behavioral health care services have advocated from outside the system.

We were not always invited to the “table” and when we were it was often as tokens, to give the appearance of real engagement.



Why Engagement is Important

The first step to effectively engaging consumers/peers **into process, planning and evaluation** is to understand and identify with the concept of

“Nothing about us without us!”

This phrase arose in the disability rights movement meaning no policy or action should be taken affecting a group without their direct representation in the process.

Why Engagement is Important

In many ways this is the same concept as *shared decision making* which started as a process between a doctor and an individual for making decisions collaboratively about healthcare, but it is a concept growing on a higher aggregated level in health care policy.
Rutgers, M. R. (2014)



Why Engagement is Important

Consumer/peers should be engaged in significant numbers at every level of the behavioral healthcare system.

True parity of decision-making and respect will move the system towards a recovery orientation.

Mental Health Recovery; What Helps and What Hinders (2002)

Engagement

Engaging consumers/peers is a multi-fold process.

It involves:

- Defining who are the individuals the process is designed to engage.
- Finding them where they are
- Informing them about opportunities to be involved
- Recruiting and providing adequate training
- Assuring they make up a significant portion of participants
- Supporting them through the process
- Making sure they see the results of their work

Proactive Engagement

Recruiting peers for active involvement means taking proactive steps to ensure that you are appealing to the right audience.

- In the behavioral health care arena, you want to specifically reach out to people with “lived experience” with mental health and substance use issues.
- It is important to reach a diverse group of people within that population, to relate to program.
 - This can include age, gender, sexual identity, ethnicity and other factors
 - People living with HIV/AIDS (PLWHA) may be more difficult to reach

Proactive Engagement

- One option is to select individuals from existing groups that include people living with HIV/AIDS PLWHA
- Another option is to use announcements that specifically target this group.
- Social media can be appropriate
- It is essential to get the involvement of as many different perspectives as possible.
 - PLWHA are an important part of the behavioral health community

Opportunities for Engagement

There are many areas where consumer/peer engagement is important, including:

- Full participation in care, supportive services
- Third party advocacy
- Peer provided services
- System advocacy, and policy making
- Service planning
- Service provision
- Evaluation of services

Opportunities for Engagement

Implementation

- Self-advocacy
 - Requires the skills, knowledge and opportunity to empower people to make choices
 - There should be a clear path for advocating for change
- Shared Decision Making
 - Requires a true partnership between the individual and caregivers in making important decisions about treatment and wellbeing



Opportunities for Engagement

Implementation of services

Third party advocacy

- Requires knowledge, training and opportunity to advocate on behalf of individuals receiving care.
 - Recovery training
 - Leadership training
 - Acceptance by providers that consumer/peers can work on behalf of others within the system
 - Peer support
 - Mentoring

Opportunities for Engagement

Implementation of services

Peer provided services

- Peers working within provider agencies and behavioral health authorities
 - Recovery oriented approach
 - Buy-in by staff
 - Clear job description
 - Recruit from peer community
 - Adequate training and supervision
 - Working as change agents



Opportunities for Engagement

Opportunities to participate in the provision of non peer-run services

- Peers bring “added value” to services
- They can work in traditional and non-traditional roles
 - Case management
 - Peer support
- Agencies should proactively recruit consumers/peers
- Clear job descriptions
- Orientation and specialized training
- Appropriate supervision
- Regular evaluations

Opportunities for Engagement



Opportunities for Engagement

Peer-run organizations contracting to provide services

- Contracting with providers, state, county, or managed care authorities
 - Contractees should develop relationships with peer-run organizations
 - Work with organizations to develop infrastructure
 - Provide clear guidelines
 - Establish well defined outcome measures

Opportunities for Engagement

Creating opportunities for peer involvement in systems advocacy, and policy making

- Serving on boards and committees
 - Boards and committees at every level should proactively seek out and recruit a significant number of consumers/peers as members
 - Peers get noticed by attending meetings and offering positive ideas
 - Each group should provide orientation to topic matter and group procedure
 - Advisory Boards give access to all levels of policy making

Opportunities for Engagement

Key questions to understand the decision making process that should be answered in orientation

- How are ideas or issues generated in new policy or programs
- How are proposed ideas introduced in the decision making group
- Who and what influences the key decision makers
- How will a proposal be approved or rejected



Opportunities for Engagement

Opportunities to engage in service planning

- Providers should seek out feedback from the recipients of services on how to improve quality
 - There should be an active method for seeking feedback from consumers
 - Surveys
 - Advisory boards
 - ◻ Are effective groups for engaging peer involvement
- Agencies should identify and recruit peers receiving services to participate in planning activities

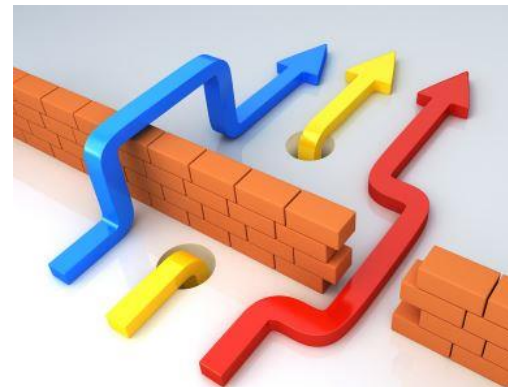
Opportunities for Engagement

Engaging in evaluation of services

- Seek out consumers who are familiar with services
 - Provide orientation and training in evaluation techniques
- Peers can play many roles in the evaluation process
 - Determining outcomes to be measured
 - Developing evaluation tools
 - Conducting surveys
 - Interpreting results
 - Using results to improve services

Barriers to Active Engagement

- Systemic change is needed to move to a recovery oriented system of care
- Champions needed to support consumer/peer involvement
- Consumers/peers often need additional training and assistance to take on new roles
 - Leadership training
 - Familiarity with process
 - Specific topical training



Barriers to Active Engagement

- Finding interested peers
 - Community Mental Health Centers
 - Community Substance Use Services
 - Peer-run organizations
 - Drop-in centers and clubhouses
 - Support groups
 - Local advocates
 - Post notices in places consumers visit
- Transportation
 - It may be necessary to reimburse for transportation

Barriers to Engagement

- Stigma is often a significant barrier
 - Many people are reluctant to take a public role due to fears of societal pressure.
 - This is true of people living with behavioral health issues and HIV
 - An important method of overcoming stigma is to recruit a significant number of people living with similar conditions
 - No one wants to be the “only one” in any group
 - Peer support on all levels is important

Designing Effective Peer Advocacy Programs

In order to design and create an effective advocacy program it is necessary to:

- Determine the mission of the group
- Define the characteristics of the participants
- Recruit committed participants
- Assist the group in setting concrete goals
 - Know the environment they will work in
 - Strategic planning
 - Develop desired outcomes

Designing an Effective Peer Advocacy Program

- Assist the group in networking with stakeholders
- Provide access to key information
- Assist the group in asking key questions
 - What subjects are their targeted goals
 - What are the key characteristics of the group they are advocating for
 - Where are they located
 - How are they funded
 - Where do they receive services
 - What other groups or organizations advocate for them



Designing an Effective Peer Advocacy Program

- Key questions
 - How many people do they represent
 - What ideas and myths get in the way
 - What kinds of changes are they proposing
 - Why are they necessary
 - What prevailing concerns contribute to the problems
 - How would the changes help solve the problem

Designing an Effective Peer Advocacy Program

Ensure that the recommendations of the group are given serious consideration

- Provide opportunities for the group to present their recommendations to the deciding body
- Provide the group with feedback about the results of changes they recommended that are implemented

Engagement

In order to involve consumers/peers in all aspects of the behavioral health care and to place them at the center of the system, it is vital that we reach out and engage them through a variety of means.



Engaging Consumers/Peers in Process, Planning & Evaluation

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Questions

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e-mail integration@thenationalcouncil.org



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